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## **MILWAUKEE HEALTH DEPARTMENT AND AURORA PLAN ONGOING COMMUNITY HEALTH SURVEYS**

Milwaukee, WI, February 14, 2003 — The City of Milwaukee Health Department and Aurora Health Care are partnering to conduct an annual community health survey. The surveys will supplement the Healthiest Milwaukee community health assessment conducted in 2000 with ongoing data measurement and the ability to track trends over time.

The annual surveys will provide valuable data for continued evaluation of community needs and help guide government, not-for-profit and volunteer organizations as they fashion services to meet the most pressing needs of the community. The survey will be conducted between February and April. About 1200 area residents will be interviewed by telephone.

“I would encourage all residents of our community to help us with this research,” said Milwaukee Health Commissioner Seth Foldy, MD. “If you are among those who receive a phone call, please take the time to answer the survey questions.”

The survey focuses on issues such as access to health care, tobacco use, alcohol use, diet, physical activity, cancer prevention, heart health, injury prevention, immunizations, communicable diseases, mental health and chronic disease. The survey responses will be completely anonymous. The survey will take about 18 minutes to complete. Management Decisions, an independent research firm that specializes in community surveys, is conducting the survey. The survey in Milwaukee is part of a broader initiative Aurora Health Care is spearheading across 40 communities in eastern Wisconsin. In total, about 16,000 adults will be surveyed. The results of the surveys will be released later this year. These community health surveys are aimed at meeting several objectives:

- Gathering local data to document annual health status related to the 11 health priorities established by the state.
- Identifying local health behaviors or risk factors that present opportunities for health promotion and health care cost reduction.
- Tracking the success of community health improvement activities

The surveys also will allow Aurora to document population health indicators to help guide its clinical quality improvement efforts. The survey in Milwaukee is being paid for by a grant from Aurora Health Care. Aurora is a non-profit Wisconsin health care provider and a nationally recognized leader in efforts to improve the quality of health care. Aurora has care sites in 75 communities throughout eastern Wisconsin.